



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 187747

Schedule Dates 09/17/12-09/23/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand KAINE FOR SENATE 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Beale, Rachael
Phone/Fax /
CPE KAINE/US SENATE 2012/EST 11226
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 9/17-9/23/12

Date Entered 06/05/12
Last Modified 09/19/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,035.00
Net Total \$56,865.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2012	39	\$66,900.00
Grand Total:	39	\$66,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1		1		1			3	\$900.00	\$2,700.00	WJLA Arlington (WJLA)		6/5/12
2.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		6/5/12
3.0	Normal Line / SPOT	09/20/12-09/20/12	4	:30	9A- LIVE!					1					\$350.00		WJLA Arlington (WJLA)		6/5/12
3.0.1	Closed Preempt	09/20/12															WJLA Arlington (WJLA)	Political/Spot -	
4.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	10A- RACHAEL RAY		1								\$250.00		WJLA Arlington (WJLA)		6/5/12
4.0.1	Closed Preempt	09/17/12															WJLA Arlington (WJLA)	Political/Exception -	
5.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	10:58A- ABC--THE VIEW			1							\$600.00		WJLA Arlington (WJLA)		6/5/12
5.0.1	Closed Preempt	09/18/12															WJLA Arlington (WJLA)	Political/Spot -	
6.0	Normal Line / SPOT	09/19/12-09/19/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1						\$400.00		WJLA Arlington (WJLA)		6/5/12
6.0.1	Closed Preempt	09/19/12															WJLA Arlington (WJLA)	Political/Spot -	
7.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		6/5/12

CONFIRMATION CONTRACT

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8.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		6/5/12
9.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	6:58P- WHEEL OF FORTUNE			1			1			2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		6/5/12
10.0	Normal Line / SPOT	09/17/12-09/20/12	3	:30	7:27P- JEOPARDY		1			1				2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		6/5/12
11.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	10P- ABC--ROOKIE BLUE					1					\$6,000.00		WJLA Arlington (WJLA)		6/5/12
11.0.1	Closed Preempt	09/20/12															WJLA Arlington (WJLA)	Program Change/Exception -	
13.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		6/5/12
14.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		6/5/12
15.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	11:35P- ABC--ABC NIGHTLINE			1							\$500.00		WJLA Arlington (WJLA)		6/5/12
15.0.1	Closed Preempt	09/18/12															WJLA Arlington (WJLA)	No Avail/Exception -	
16.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	11:35P- ABC--ABC NIGHTLINE						1				\$500.00		WJLA Arlington (WJLA)		6/5/12
16.0.1	Closed Preempt	09/21/12															WJLA Arlington (WJLA)	No Avail/Exception -	

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17.0	Normal Line / SPOT	09/17/12-09/21/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		6/5/12
18.0	Normal Line / SPOT	09/17/12-09/21/12	4	:30	44923- ANDERSON COOPER SHOW		1				1				\$400.00		WJLA Arlington (WJLA)		6/5/12
18.0.1	Closed Preempt	09/17/12															WJLA Arlington (WJLA)	Political/Spot -	
18.0.2	Closed Preempt	09/21/12															WJLA Arlington (WJLA)	Political/Spot -	
19.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								1		\$200.00		WJLA Arlington (WJLA)		6/5/12
19.0.1	Closed Preempt	09/23/12															WJLA Arlington (WJLA)	No Avail/Exception -	
20.0	Normal Line / SPOT	09/18/12-09/20/12	4	:30	53001- ABC--KATIE COURIC			1	1	1				3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		6/5/12
21.0	M/G For 12.0.1 / SPOT	09/23/12-09/23/12	3	:30	8P- ABC--PRIMETIME EMMY AWARDS								1	1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		6/22/12
21.1	M/G For 12.0.1 / SPOT	09/23/12-09/23/12	4	:30	6:58P- EMMY'S RED CARPET LIVE								1		\$4,000.00		WJLA Arlington (WJLA)		9/11/12
21.1.1	Closed Preempt	09/23/12															WJLA Arlington (WJLA)	No Avail/Spot -	
22.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	7:57P- ABC--CMA MUSIC FESTIVAL		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/11/12

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23.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	9P- ABC--20/20			1							\$5,000.00		WJLA Arlington (WJLA)		9/11/12
23.0.1	Closed Preempt	09/18/12															WJLA Arlington (WJLA)	No Avail/Spot -	
24.0	M/G For 21.1.1 / SPOT	09/23/12-09/23/12	3	:30	6:58P- EMMY'S RED CARPET LIVE								1	1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/19/12
25.0	M/G For 3.0.1 / SPOT	09/21/12-09/21/12	3	:30	10A- RACHAEL RAY						1			1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/19/12
26.0	M/G For 4.0.1 / SPOT	09/21/12-09/21/12	3	:30	10A- RACHAEL RAY						1			1	\$700.00	\$700.00	WJLA Arlington (WJLA)		9/19/12
27.0	M/G For 6.0.1 / SPOT	09/20/12-09/20/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON					1				1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/19/12
28.0	M/G For 15.0.1,16.0.1 / SPOT	09/21/12-09/21/12	3	:30	11:35P- ABC--ABC NIGHTLINE						1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/19/12
29.0	M/G For 18.0.1,18.0.2 / SPOT	09/20/12-09/20/12	4	:30	3:01P- ANDERSON COOPER SHOW					1				1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/19/12

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